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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/030,277	04/22/2002	Soung-Ho Lee	29347/20003	9012
7590 James P Zeller Marshall O'Toole Gerstein Murray & Borun 6300 Sears Tower 233 South Wacker Drive Chicago, IL 60606-6402			EXAMINER HAMILTON, MATTHEW L	
			ART UNIT 3688	PAPER NUMBER
			MAIL DATE 04/25/2008	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/030,277

**Applicant(s)**

LEE, SOUNG-HO

**Examiner**

MATTHEW L. HAMILTON

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 05 March 2008.  
2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.  
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-11 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
6) ☒ Claim(s) 1-11 is/are rejected.  
7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.  
10) ☒ The drawing(s) filed on 05 March 2008 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)  
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) ☐ Information Disclosure Statement(s) (PTO-8508)  
4) ☐ Interview Summary (PTO-413)  
5) ☐ Notice of Informal Patent Application  
6) ☐ Other: \_\_\_\_\_  
Paper No(s)/Mail Date \_\_\_\_\_

## **DETAILED ACTION**

### ***Response to Amendment***

1. This action is in reply to the amendment filed on 05 March 2008. Claims 1 and 5 have been amended. Claims 10-11 have been added. Claims 1-11 are currently pending and have been examined.

### ***Previous Claim Objections***

2. Claim 9 was objected to because the term vender should be replaced by the term vendor. The Applicant has not amended the claim. However, the Examiner notes the term vender is a different way of writing the term vendor. The Examiner withdraws the objection.

### ***Previous Claim Rejections - 35 USC § 112***

3. Claim 3 was rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claim contained the acronyms ADSL and DSU without first providing their textual meaning as required. The Applicant has amended the claim to overcome the rejection. The rejection has been withdrawn.

### ***Claim Rejections - 35 USC § 112***

4. Claim 8 was rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claim contains the acronym DVD without first providing the textual meaning as required. The Applicant has not amended the claim. The rejection still stands.

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5. **Examiner's Note:** The Examiner has pointed out particular references contained in the prior art of record within the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the entire reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

### ***Claim Rejections - 35 USC § 102***

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. Claims 1, 2-4, 6 and 9-10 are rejected under 35 U.S.C. 102(e) as being anticipated by Dejaeger et al. US Patent 6,456,981 B1.

#### **Claim 1:**

As per claim 1, **Dejaeger** teaches a system comprising:

*a moving image advertising monitor for displaying moving images advertising products and information of chain of stores selling the products, wherein the moving images are provided from a server through a telecommunication network (column 5, lines 21-30 and 58-63 and column 7, lines 15-21).*

*a moving image advertising touchscreen for operating the moving image monitor (column 5, lines 21-32).*

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*a text advertising monitor for displaying advertising information of network products and chain stores selling the products, wherein the advertising information is stored in a disk (column 5, lines 21-30 and column 7, lines 15-21).*

*a disk driver for providing advertising images to the text advertising monitor and outputting a coupon print signal for printing coupons of network products and coupons offered by chain stores selling the products after advertising information is searched by a user operating the text advertising touchscreen (column 4, lines 24-29 column 7, lines 14-24 and column 10, lines 40-47).*

*a text advertising touchscreen for operating the moving image monitor and for including various icons for enabling the printing of coupons of specific network products and coupons offered by chain stores selling the products (column 4, lines 24-29 column 5, lines 21-30 and column 10, lines 40-41).*

*a terminal system main body for providing advertising images to the moving image advertising monitor and outputting a coupon print signal for printing coupons of advertising products and coupons offered by chain stores selling the products after advertising information is searched by a user operating the moving image advertising touchscreen, and also providing shopping and general information and search images of this information as a touchscreen switch of the text advertising touchscreen is controlled to On, and outputting a shopping and general information print signal (column 5, lines 21-34 and column 8, lines 52-60).*

*a printer for receiving the coupon print signal and shopping and general information print signal from the disk driver and the terminal system main body, and performing a corresponding print operation (column 8, lines 52-60).*

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**Claim 10:**

As per claim 10, **Dejaeger** teaches the system comprising:

*a first advertising monitor for displaying moving images advertising products and information of chain stores selling the products, wherein the moving images are provided from a server through a telecommunication network (column 5, lines 21-30 and 58-63 and column 7, lines 15-21),*

*a second advertising monitor for displaying advertising information of products and chain stores selling the products, wherein the advertising information is stored in a disk (column 5, lines 21-30 and column 7, lines 15-21).*

*a touchscreen including various icons for enabling the printing of coupons of specific products and coupons offered by chain stores selling the products (column 4, lines 24-29 column 5, lines 21-30 and column 10, lines 40-41).*

*a disk driver for providing the advertising information to the second advertising monitor (column 7, lines 39-44).*

*a terminal system main body for providing the moving images from the server through the telecommunication network to the first advertising monitor and outputting a coupon print signal for printing coupons offered by chain stores selling the products (column 5, lines 21-34 and lines 58-60 and column 8, lines 52-60).*

*and a printer for receiving the coupon print signal and performing a corresponding print operation (column 8, lines 52-60).*

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**Claim 2:**

As per claim 2, **Dejaeger** teaches the system of claim 1 as described above and further teaches *wherein the terminal system main body provides search images of chain stores and products sold by the chain stores to a touchscreen monitor, and if the touchscreen switch of the text advertising touchscreen is On, outputs a coupon print signal for printing a coupon* (column 5, lines 21-32 column 8, lines 52-60).

**Claim 3:**

As per claim 3, **Dejaeger** teaches the system of claim 1 as described above and further teaches *wherein the terminal system main body is connected to a server via the communications network to establish a multi-image advertising network, the server having a database of advertising information and shopping and general information displayed on the moving image advertising monitor and the text advertising monitor* (column 5, lines 21-30 and lines 58-63).

**Claim 4:**

As per claim 4, **Dejaeger** teaches the system of claim 1 as described above and further teaches *wherein the terminal system main body displays the advertising information displayed on the moving image advertising monitor simultaneously on the text advertising monitor up until the text advertising touchscreen is controlled to On* (column 5, lines 21-30).

**Claim 6:**

As per claim 6, **Dejaeger** teaches the system of claim 1 as described above and further teaches *wherein the printer prints coupons of advertising products and chain stores selling the products displayed on the moving image advertising monitor and the text advertising monitor, and selected shopping and general information displayed on the text advertising monitor* (column 5, 21-30 and column 8, lines 52-60).

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**Claim 9:**

As per claim 9, **Dejaeger** teaches the system of claim 1 as described above and further teaches wherein one or more of a receipt vender, a public telephone card vendor, a public transportation card vendor and recharger, and a credit card vendor is provided in the terminal system main body (column 9, line 55-column 10, line 3 column 10, lines 47-53).

***Claim Rejections - 35 USC § 103***

8. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

9. Claims 5 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Dejaeger et al.** US Patent 6,456,981 B1 in view of **DeLapa et al.** US Patent 6,076,068.

**Claim 5:**

As per claim 5, **Dejaeger** teaches the system of claim 1 as described above but does not teach *wherein the disk driver displays the advertising information displayed on the text advertising monitor simultaneously on the moving image advertising monitor if communications between the terminal system main body and the server are cut off.* However, **DeLapa** discloses a coupon delivery system in column 1, lines 14-21 and further discloses *"The computer system is preferably a network server interconnected with a plurality of kiosks by either a local area network or a wide area network. If the communication link between one or more of the kiosks and the computer system is non-functional, the kiosk computer is programmed to format images of a set of default coupons. This allows users to receive coupons from the kiosk even if the network server or network is non-functional, in order to avoid disappointment to the*



*customer.” (column 5, lines 48-56). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention for Dejaeger to add a disk driver displaying the advertising information displayed on the text advertising monitor simultaneously on the moving image advertising monitor if communications between the terminal system main body and the server are cut off. One would have been motivated to continue displaying advertisements or images when the server and terminal main body are cut off in order to prevent the customer from becoming disappointed and avoid losing revenue or business.*

**Claim 11:**

As per claim 11, **Dejaeger** teaches the system of claim 10 as described above but does not teach *wherein the disk driver displays the advertising information displayed on the second advertising monitor simultaneously on the first advertising monitor if communications between the terminal system main body and the server are cut off. However, DeLapa* discloses a coupon delivery system in column 1, lines 14-21 and further discloses *“The computer system is preferably a network server interconnected with a plurality of kiosks by either a local area network or a wide area network. If the communication link between one or more of the kiosks and the computer system is non-functional, the kiosk computer is programmed to format images of a set of default coupons. This allows users to receive coupons from the kiosk even if the network server or network is non-functional, in order to avoid disappointment to the customer.” (column 5, lines 48-56). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention for Dejaeger to display advertising information on monitor if communications between terminal system main body and server are cut off. One would have been motivated to display advertising information on monitor if communications between terminal system main body and server are cut off in order to avoid disappointing the customer and avoid losing revenue.*

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10. Claims 7 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dejaeger et al. US Patent 6,456,981.

**Claim 7:**

As per claim 7, **Dejaeger** teaches the system of claim 1 as described above but does not teach *wherein a pagerphone is connected to the terminal system main body*. However, it would have been obvious to one of ordinary skill in the art at the time of the invention of Dejaeger to add a pagerphone to the terminal main body because the terminal is a computer, which has peripherals for example, a printer is connected or attached to the terminal main body. Similarly, modern computers are attached or connected to phones or phone lines such as dial-up or broadband Internet services.

**Claim 8:**

As per claim 8, **Dejaeger** teaches the system of claim 1 as described above but does not teach *wherein a DVD for providing images is connected to the terminal system main body*. However, it would have been obvious to one of ordinary skill in the art at the time of the invention of Dejaeger to include a DVD for providing images connected to the terminal system main body by using a mass storage device and a promotion database in order to store and provide images to customers at the terminal system.

### ***Response to Arguments***

11. Applicant's arguments filed 05 March 2008 have been fully considered but they are not persuasive. Independent claims 1 and 10 are rejected because they are similar in scope.

The Applicant argues on pages 9 and 10 of the remarks-As set forth in the amended claim 1 and 10, a system includes, among other things, at least two advertising monitors. A first of the monitors is a moving image advertising monitor. A second of the monitors is a text advertising monitor. The first monitor displays moving images from a server through a communication network. The second monitor displays advertising information stored in a disk. Specifically, Dejaeger fail to teach and suggest multiple

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monitors. In fact, Dejaeger teaches only a single monitor. Thus, Dejaeger cannot and does not teach or suggest a first, moving advertising monitor and a second, advertising information monitor. Dejaeger further fails to teach or suggest simultaneous display of advertising information from a disk driver on the first and the second monitor. However, Dejaeger teaches a monitor containing both moving advertising images and text advertising. For example, "The mass storage device 46 associated with the central server 42 also maintains a promotion database 52. The promotion database 52 includes electronic files associated with various promotions or advertisements. In particular, the promotion database 52 includes electronic files which may be utilized to display a video and/or audio message on the retail terminal." (column 7, lines 14-21). In addition, Dejaeger further discloses, "The display monitor 36 may be any of numerous known liquid crystal display (LCD) monitors. The display monitor 36 is provided to display various visual messages such as menus for use by a customer for submitting product information requests and data associated with the response to such product information requests or the like. In addition, the display monitor 36 may be used to display video messages such as advertising messages during periods of time in which the terminal 20 is not being used by a customer." (column 5, lines 21-30). Advertising messages is construed to contain both images moving and text (video messages). The Dejaeger reference teaches one monitor, however by design choice the inventor could have added 1 or more monitors displaying or showing advertisements. Additionally, by design choice the inventor could have added 1 or more monitors containing different elements in each (pictures, text, video, images stored in disk, moving images through a server) of advertisements.

Lastly, Dejaeger teaches displaying moving images through a server through a communication network and advertising information stored in a disk. According to Dejaeger, "Each of the retail terminals 12 communicates with the central server 42 via a network connection 44. The central server 42 has a mass storage device 46 associated therewith which maintains a number of databases associated with the operation of the retail system." (column 5, lines 59-63). In addition, Dejaeger discloses, "...the electronic files associated with the various promotions or advertisements included in the promotions database 52 define a "library" or "bank" of files which may be selectively drawn from in order to generate and display customized advertising message for a given customer." And "In particular, the retailer may configure the

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retail system 10 such that advertising messages are displayed during entire checkout operation, or alternatively, the retailer may elect only a predetermined number of messages during a given transaction." (column 7, lines 38-43 and column 15, lines 6-10).

### ***Conclusion***

12. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MATTHEW L. HAMILTON whose telephone number is (571)270-1837. The examiner can normally be reached on Monday-Friday 7:30a.m-5p.m EST alt Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MLH  
Examiner, Art Unit 3688  
April 21, 2008

/James W Myhre/  
Primary Examiner, Art Unit 3688